

From the desk of:

11/15/60

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CARVILLE V. MACE, JR.

To:

Comment on Elmo Paper Report -

I think the idea of designing a cigarette and its advertising to appeal to specific ~~another~~ groups - even though in a minority, is attractive - although I wouldn't think it is new.

On the other hand, I think the facts presented to support the idea are weak - distorted and far the "birds" - we should be able to do better starting with the same hypothesis.

However, assuming we accept the hypothesis - the biggest question is: what distinctive characteristics should we provide the cigarettes with? Let's make a list of those possible now - perhaps in the future & talk over with the marketing people - CVM

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